

# SYSTEM AND METHOD FOR PROVIDING SUPPLEMENTAL INFORMATION RELATED TO A TELEVISION PROGRAM

## ABSTRACT OF THE DISCLOSURE

5           Television programs are represented by program interface objects (PIOs)  
within an interactive television system. The PIOs provide a visual indicator for quick  
identification of the represented television program, attributes providing information  
concerning the represented television program, and actions that may be performed  
on or in connection with the represented television program. The PIOs may be  
10 sorted, filtered, and/or managed based on user-provided criteria. The PIOs may also  
be used to selectively retrieve supplemental information related to a television  
program, initiate a commercial transaction, establish a chat session, and the like.